

Bence Ságvári

City strategies attracting and retaining
the creative class:
a Hungarian perspective.



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About the presentation

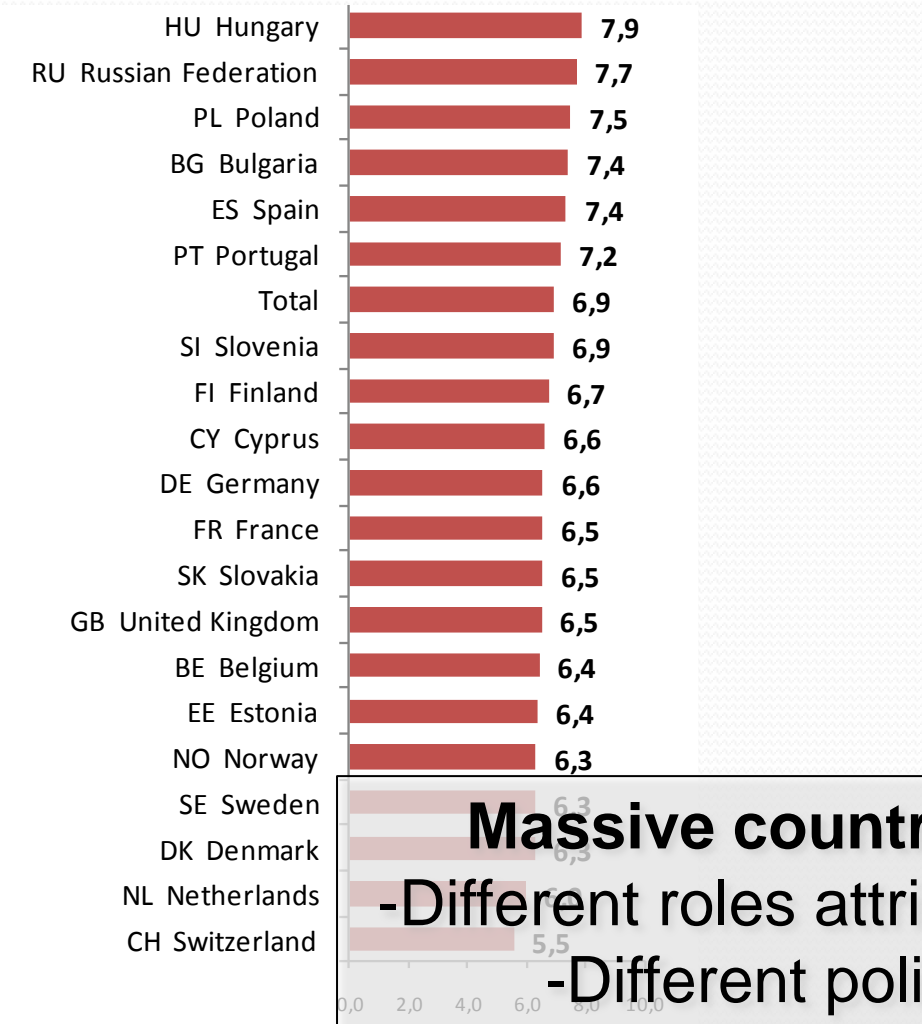
1. Values and competitiveness
 - European overview
2. Regional differences in Hungary
3. Risks and opportunities for building creative industries and „creative class”



Basic attitudes in Europe

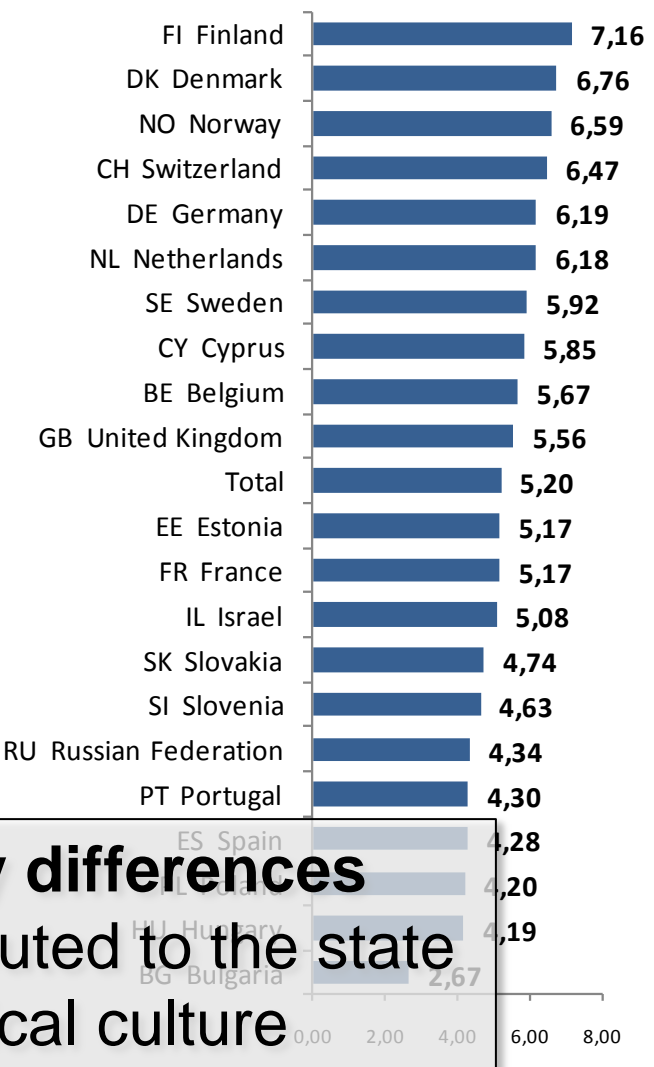
Providing jobs for everyone is the governments's responsibility

(1-10 scale, averages, bigger number means greater acceptance of the statement)



Trust in the country's legal system

(1-10 scale, averages, „the better, the bigger“)



Massive country differences
 -Different roles attributed to the state
 -Different political culture

The analysis: cultural (values, attitudes, norms) differences in Europe

Dimensions in the analysis

- Personal trust
- Institutional trust
- Paternalism / etatism → role attributed to the state
- Attitudes on welfare benefits
- Economic egalitarianism, anti-meritocratic values
- Success-orientation
- Role of traditional and conformist values
- Being open to the world

Source of data: European Social Survey (ESS) Wave 2008

Typical value-groups in Europe

Value segments

(results of a cluster analysis, based on the dimensions of the previous slide)

1. „Inward-looking” paternalist”

- Low level of trust, etatism & paternalism, egalitarianism, anti-meritocratic values

2. „Solidaristic social-democrats”

- Universalistic view of the society, high level of trust, egalitarianism, non-traditional values

3. „State-less individualists”

- Minimal-state, refuse of paternalism, meritocratic values, anti-univerzalism

4. „Competing liberals”

- Meritocratic values, high level of trust, „hedonism”, and success-orientation

Cluster analysis: trying to find those people in a population who form a quite unified group (cluster) according to their characteristics.

Typical value-groups in Europe

Value-orientations

1. „Paternalist”

- Low level of trust, etatism & paternalism, egalitarianism, anti-meritocratic values

2. „Collective social order”

- High level of trust, low individualism, low success-orientation

3. „Stateless individuals”

- Low level of trust, low individualism, low success-orientation

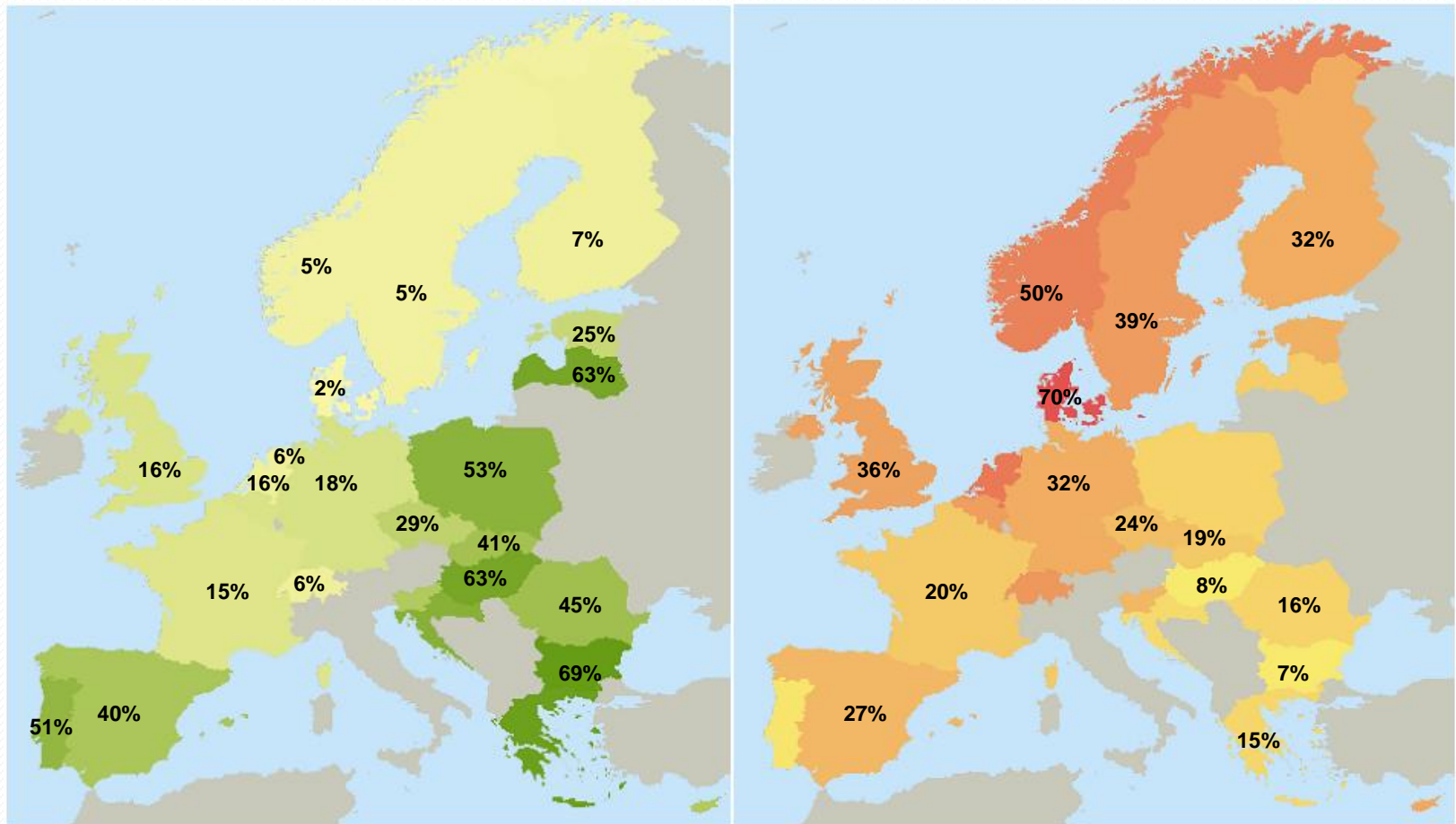


4. „Competing liberals”

- Meritocratic values, high level of trust, „hedonism”, and success-orientation

Value map of Europe I.

Proportion of different value-groups in Europe



„Paternalists”

„Competing liberals”

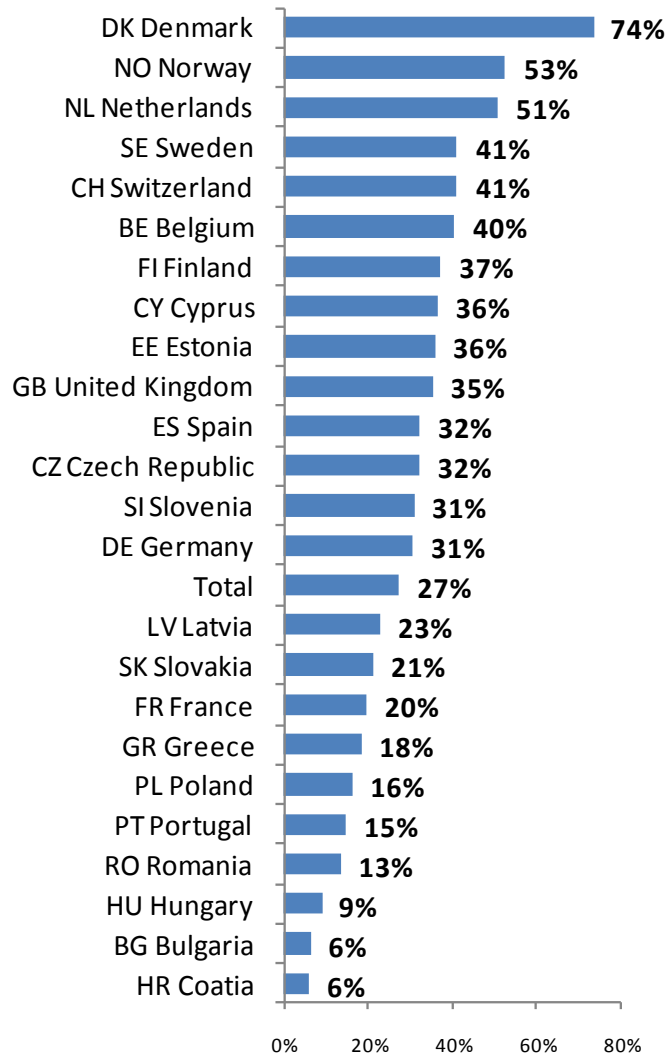
low  high
proportion

low  high
proportion

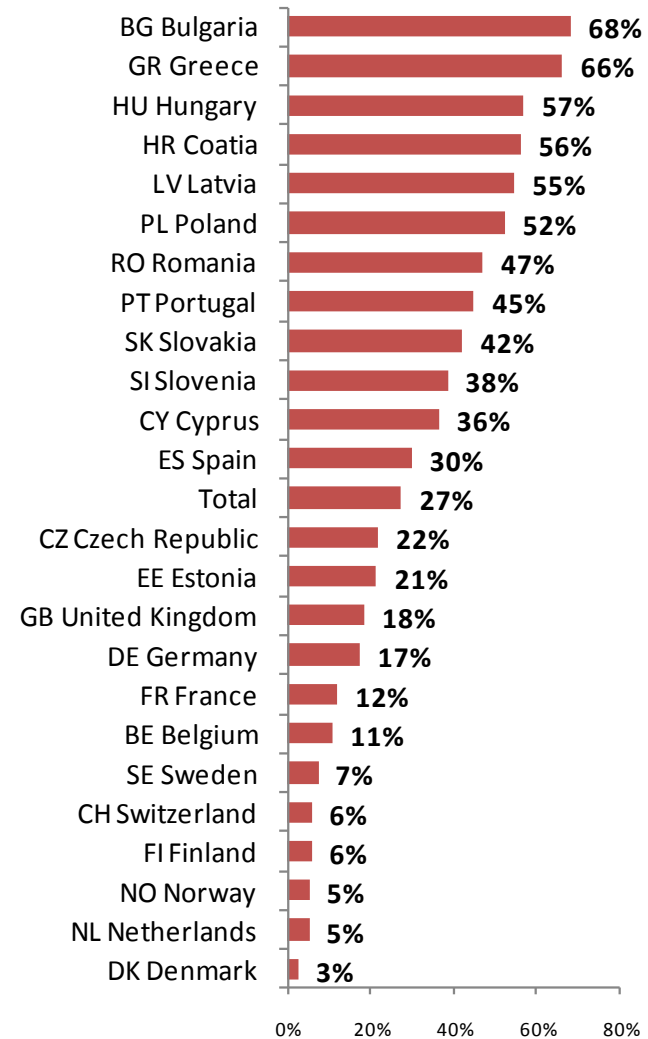
Value groups among youth (18-29) in Europe

Proportion of „competing liberals” and „paternalist” in the 18-29 age group per country

„Competing liberals”

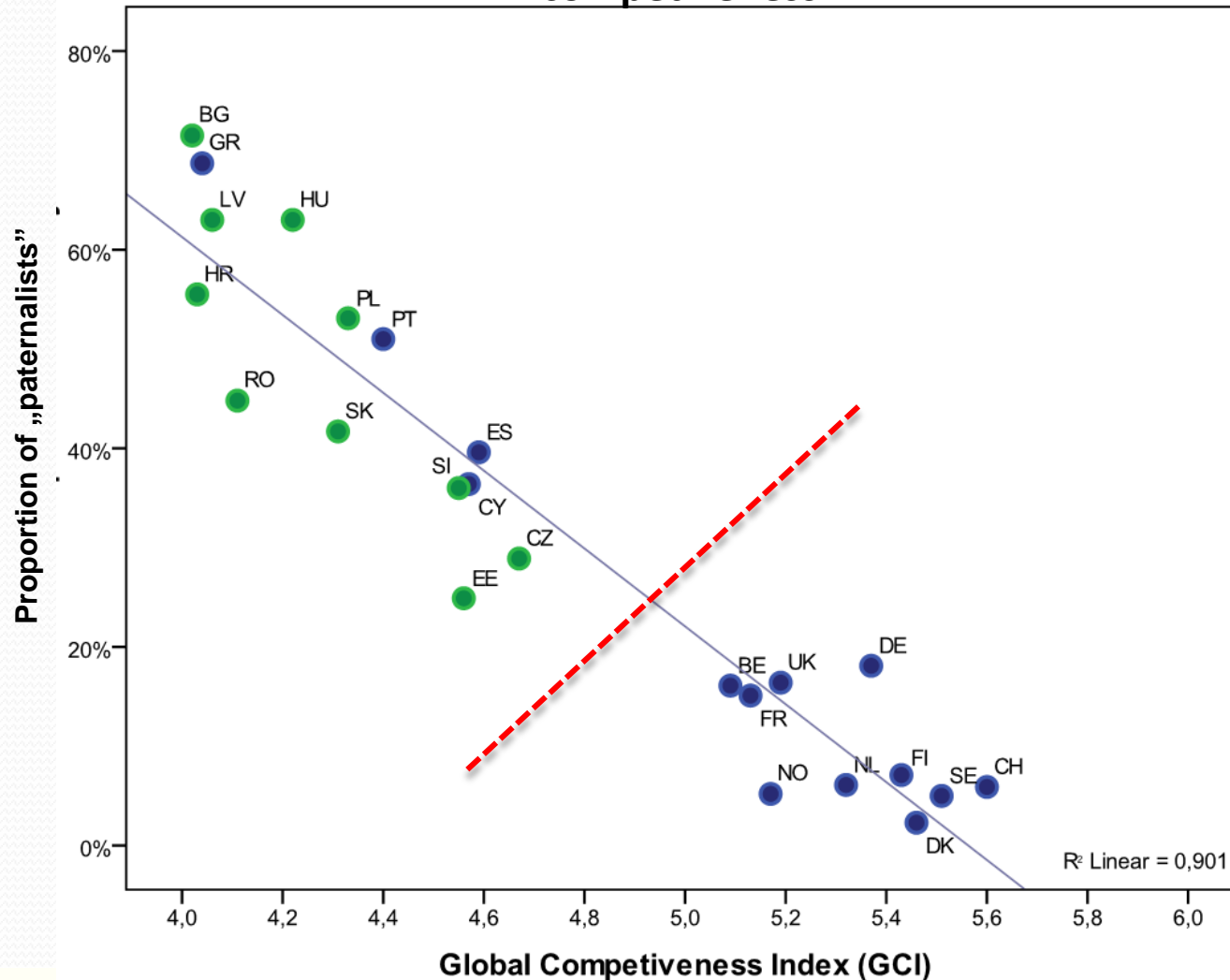


„Paternalists”



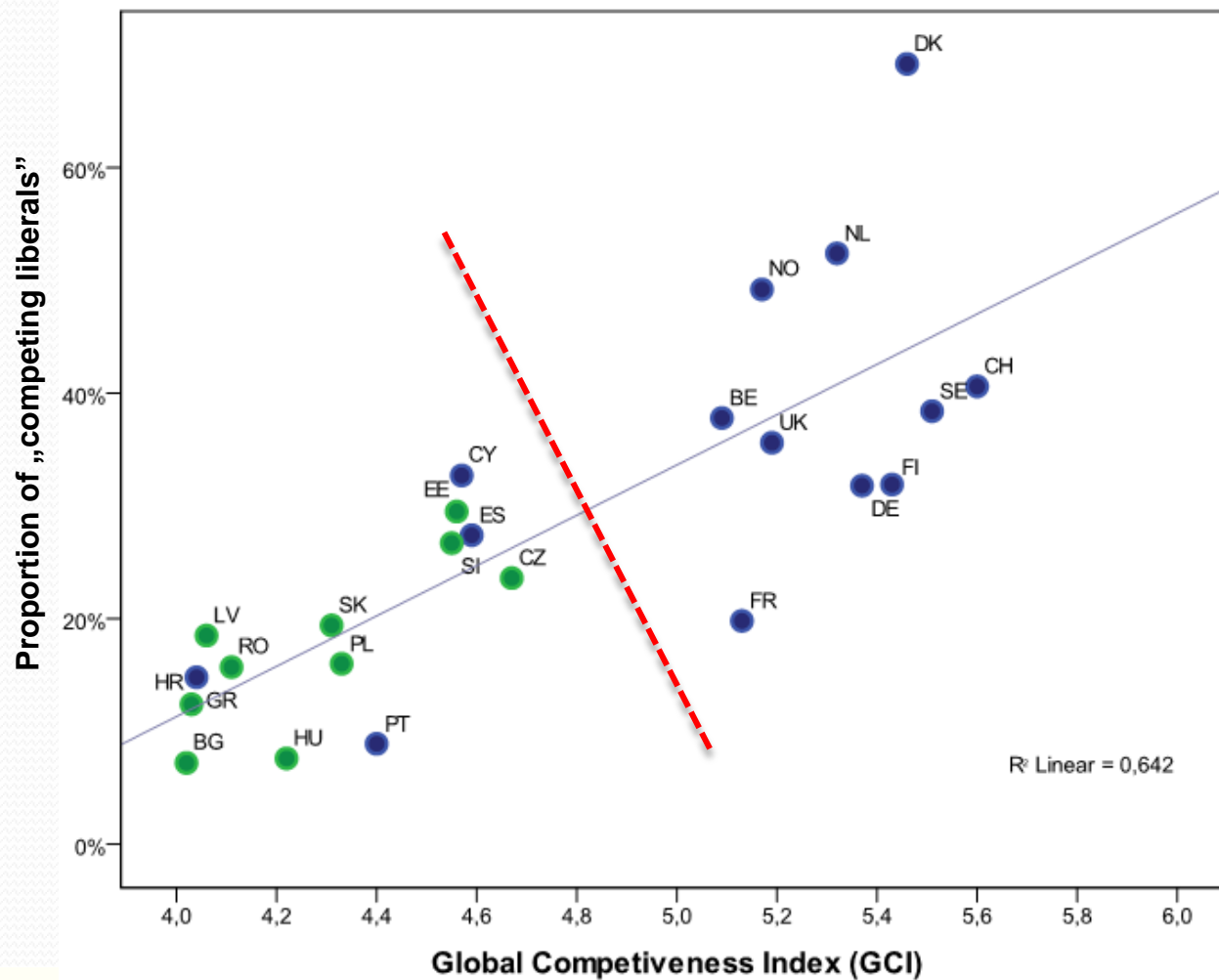
Links between values and competitiveness

Connection between the share of „Paternalist” and economic development & competitiveness



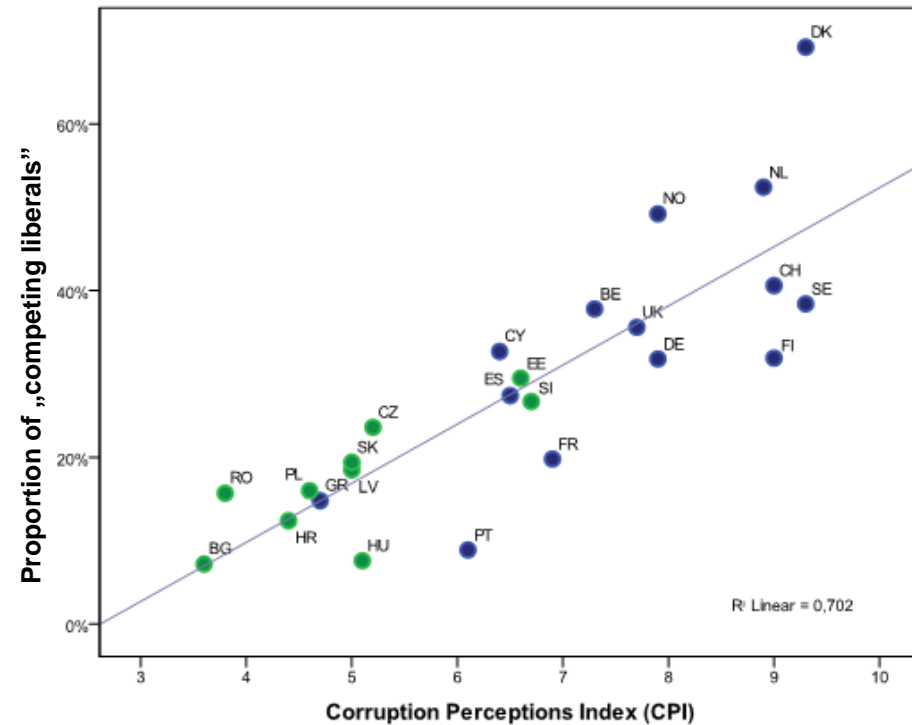
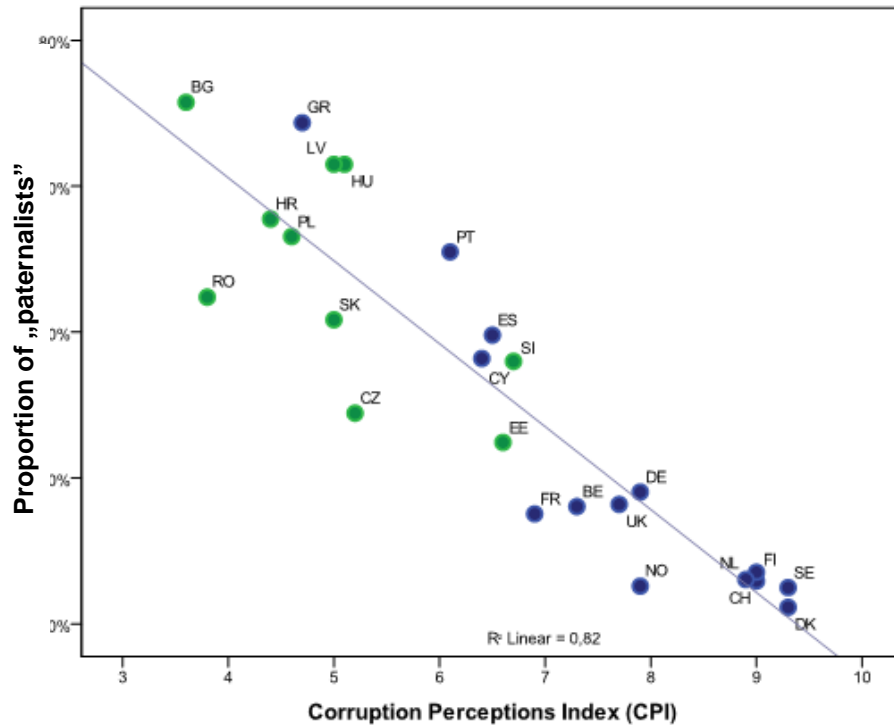
Links between values and competitiveness

Connection between the share of „Competing liberals” and economic development & competitiveness



Corruption, values, competitiveness

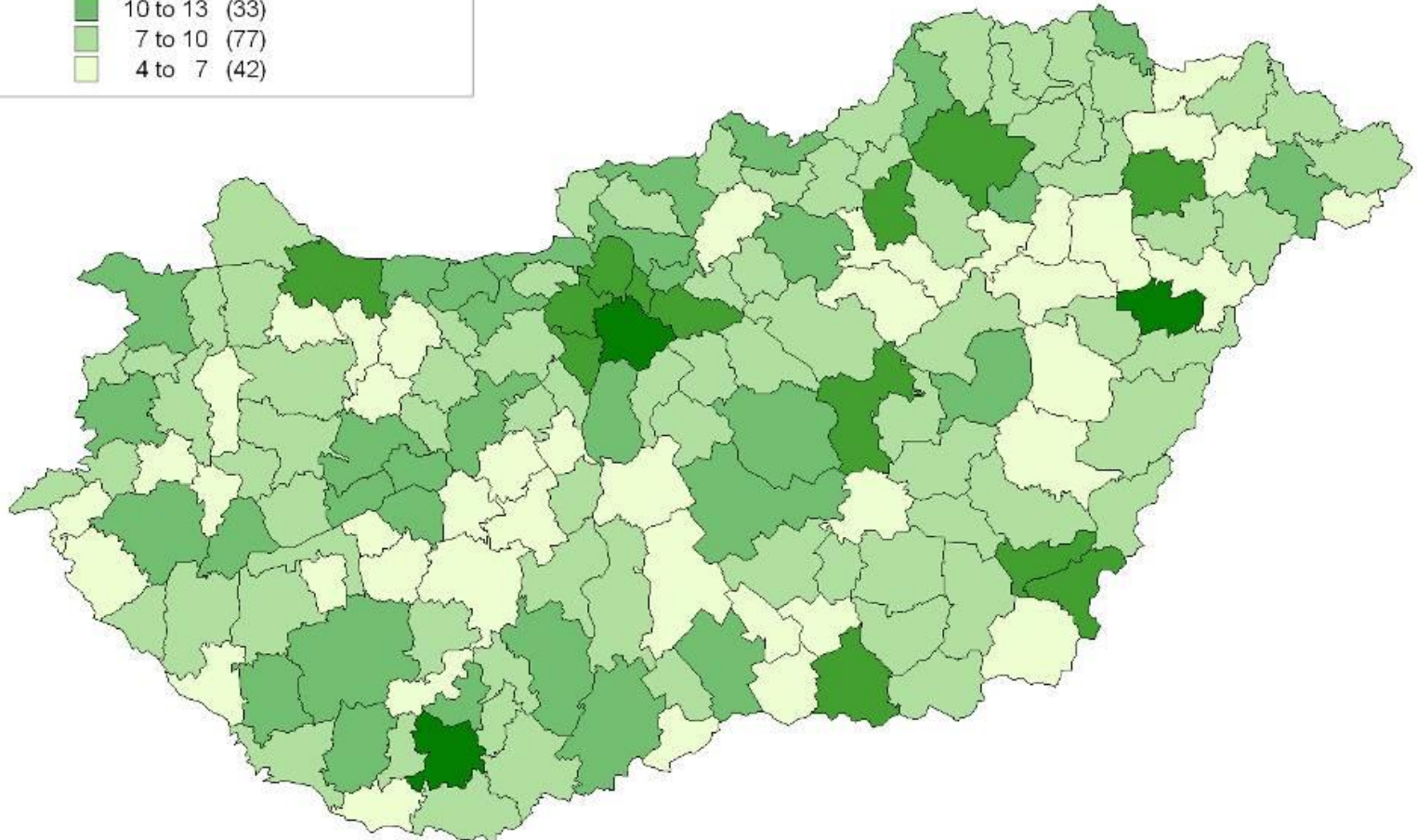
Connection between the share of „paternalist” (1.) and „competing liberals” (2.) and the perception level of corruption



Regional differences in Hungary

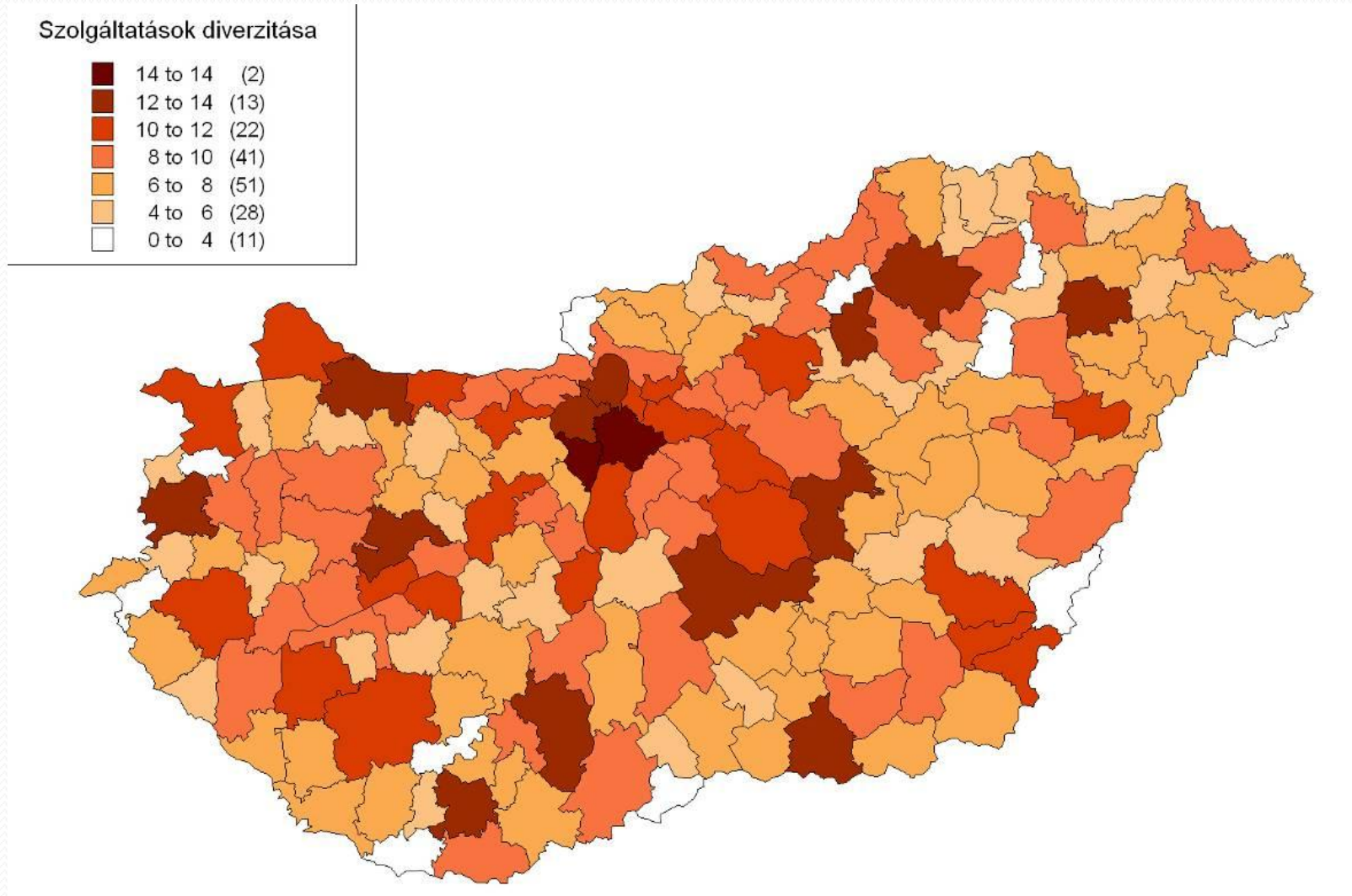
Share of „creative” workers in the workforce (in %)

kreatív szakértő foglalkoztatottak (%)



Regional differences in Hungary

Availability of services in culture, entertainment and sports



What to do with the creative class?

- **Creative industries and „creative class” outside Budapest and major cities**
 - **Low level of mobility**
 - **One-way mobility:** Budapest (and foreign countries) serves as a magnet for creative (and highly skilled people)
 - **General feeling:** lack of opportunities, lack of visions for the future in rural areas (especially among youth)
 - **Lack of trust & cooperation**
(citizen \leftrightarrow citizen & citizen \leftrightarrow institutions)
 - **Lack of education and training in entrepreneurship**
 - **Lack of skilled (young) workforce with practical knowledge**

What to do with the creative industries?

- **Lack of clear strategies**
 - **Problem of strategy writing:** copy-paste, „must-do” attitude, unrealistic expectations
 - **Creativity:** a term with inadequate content, for policy making creativity serves as a synonym for being smart and trendy
 - **Too wide spectrum:** i.e. high-tech technology, handcraft industries, tourism
- **However:** positive examples are also here: places with visionary politicians, supporting experts and long-term thinking instead of short-term political cycles

**Thank you for
your attention!**